

## **AMENDMENT TO THE CLAIMS**

1. (Canceled)
2. (Canceled)
3. (Canceled)
4. (Canceled)
5. (Canceled)
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Canceled)
10. (Canceled)
11. (Canceled)
12. (Canceled)
13. (Canceled)
14. (Canceled)
15. (Canceled)
16. (Original) A method comprising the steps of:  
  
organizing data concerning a plurality of events sponsored  
by a sponsor into a customized sponsorship tool database;  
  
generating a customized sponsorship tool browser display; said  
customized sponsorship tool display including said data concerning

said plurality of events sponsored by said sponsor; and  
presenting said customized sponsorship tool display to said sponsor.

17. (Canceled)

18. (New) A method comprising the steps of:

organizing sponsorship related data into a customized sponsorship tool database,

the sponsorship related data including data concerning at least one of the following:

at least one of a plurality of sponsorship properties sponsored by at least one sponsor; and

at least one of a plurality of sponsorship properties for sponsorship consideration by at least one party concerned with the sponsorship consideration;

generating a customized sponsorship tool display,  
the customized sponsorship tool display including at least a portion of the sponsorship related data concerning at least one of the following:

the at least one of a plurality of sponsorship properties sponsored by at least one sponsor; and

the at least one of a plurality of sponsorship properties for sponsorship consideration by at least one party concerned with the sponsorship consideration; and

presenting the customized sponsorship tool display to at least one user;

whereby a person viewing the display is provided an integrated management tool for the sponsorship industry.

19. (New) The method of claim 18 wherein the display is further configured to facilitate processing and use of at least one item related to the database comprising at least one of the following:

- a submission related to the database;
- a dissemination related to the database,
- the dissemination sent for display to at least one of the following:
  - the at least one user, and at least one other user of the display tool;
- forward data related to the database from the at least one user to at least one other user of the display tool;
- contact information of at least one party associated with data in the database;
- a search query regarding data existing in the database;
- a notification of the results of a search query regarding data existing in the database;
- a response to a notification;
- a request for proposal;
- a response to a request for proposal;
- a proposal;
- a response to a proposal;
- an acceptance of a proposal;
- a data entry concerning the at least one of a plurality of sponsorship properties sponsored by at least one sponsor;
- a data entry concerning the at least one of a plurality of sponsorship properties for sponsorship consideration by at least one party concerned with the sponsorship consideration;
- a data entry concerning the at least one sponsor;

a data entry concerning the at least one party concerned with the sponsorship consideration;

dates; budgets; demographics; keywords;

a password;

a data entry concerning a subscription allowing use of the display tool and database; and

a subscription fee.

20. (New) The method of claim 19 wherein the display is further configured for providing anonymity of the sponsor;

21. (New) The method of claim 19 wherein the display is further configured to consummate and record transactions concerning at least one of the following:

the acceptance of the proposal; and

the subscription fee.

22. (New) The method of claim 19 further comprising storage configured to store results of the search query.

23. (New) The method of claim 18 wherein the display is configured for presentation via a web-browser on a network.

24. (New) The method of claim 23 wherein the network is the Internet.

25. (New) The method of claim 18 wherein the display is further configured to display at least a portion of the sponsorship related data in at least one of the following formats:

according to audience size;

according to audience age distribution;

according to audience income distribution;

according to market type;

according to gender of audience;  
according to event dates;  
as occurring annually;  
as occurring periodically;  
as occurring one time;  
as educational;  
as having celebrity potential;  
as patriotic;  
as fostering civic pride;  
as a summer family event;  
as a baseball league;  
as a multiple listing service of sponsorship properties;  
as a discounted sponsorship property;  
on a geographical map;  
via an icon or pictograph;  
via a multimedia presentation;  
via a financial spreadsheet; and via a related testimonial.

26. (New) The method of claim 18 wherein the display is further configured to allow targeting a request for proposal by manually selecting a sponsorship property manager.

27. (New) The method of claim 18 wherein at least one of the sponsorship properties includes at least one of the following: a wise buy, a featured property, a concert, an artistic performance, a festival, an athletic competition, a sport, an association, a cause, a web site, a tradeshow, a conference, a seminar, a corporate event, and a naming right.

28. (New) The method of claim 18 wherein at least one of the sponsorship properties has at least one of the following related opportunities:

at least one promotional opportunity, and

at least one marketing opportunity;

the related opportunity is linked to at least one of the following:

a product, a service, an activity, another event, an occurrence, a place, and a cause;

the related opportunity is further linked to at least one of the following mediums: television, media, VIP hospitality, signage, print, live entertainment, exclusivity, booth display, merchandizing, radio, direct mail, and Internet.

29. (New) A method comprising:

organizing data concerning sponsorship properties into a database;

displaying at least a portion of the data concerning sponsorship properties.

30. (New) A system comprising:

a database configured to contain data concerning sponsorship properties, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

a user interface configured to display at least a portion of the data concerning sponsorship properties;

31. (New) A system comprising:

a database configured to contain data concerning sponsorship properties, each of the sponsorship properties having at least one

of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

a user interface configured to accept data related to a submission to the database.

32. (New) A system comprising:

a database configured to contain data concerning sponsorship properties, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

a user interface configured to facilitate disseminating data related to the database.

33. (New) A method comprising:

storing data concerning sponsorship properties in a database, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

providing a user interface configured to facilitate use of the data.

34. (New) A user interface having fields to accept descriptive data for a search query to be sent to a database containing sponsorship property data.

35. (New) A method comprising sending a search query regarding sponsorship property data to a database.

36. (New) A method comprising displaying sponsorship property data on a display.